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Prices are unchanged from last year's levels, at the event but more higher-priced items are being shown. There is a trend toward the purchase of quality merchandise, exhibitors said.

Many buyers requested early delivery of merchandise, indicating that retail inventories are low. Late buying for Christmas cleared stocks at all levels and many manufacturers increased production during January and February to meet the demand anticipated at the toy show.

The pre-show registration of buyers was 3,226. Another 3,550 registered yesterday. The latter figure compared with a first-day registration last year of 3,429. This was the first year there was pre-registration at the show.

Active buying and heavy attendance also was reported at the International Toy and Trade Fair, which opened Sunday at the Statler Hilton Hotel.

Among the new items at the international show are a set of period dolls from Great Britain with real jewelry scaled to the seven-inch doll; football, baseball, soccer and ice hockey games from Britain with the men and balls moved by magnetic rods manipulated under the table, and juvenile furniture from Holland.

New items at the American event include a working soda fountain, a walking hobby horse, gas operated cars with speeds up to 22 miles an hour, a Dr. Seuss zoo and a plastic infants' toy for high chair or tub.

ARRIVAL OF

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Kirby, Block & Co., 128 W. 31st
ASHTABULA, Ohio—Carlisle Allen; V. Cummins, girls' 1-3, 3-6, 7-14 wear, sub-teen wear; E. Steiner, girls', sub-teen wear; F. Carlisle ready-to-wear; J. Tremblay, ready-to-wear.
BRISTOL, Tenn.—H. P. King Co.; Mrs. C. Hunt, infants' children's wear.
CHICAGO—Mandel Bros.; S. Walker, toys.
DANVILLE, Ill.—M. S. Bros.; R. Fleming, infants' girls', sub-teen's wear.
LIMA, Ohio—Gregg's; Miss A. Massey, misses' women's junior wear, formal, better dresses.
OWENSBORO, Ky.—S. W. Anderson Co.; Miss H. Troutman ready-to-wear, furs; Miss M. Coppage, sportswear.
ROCKFORD, Ill.—Chas. V. Weise; G. Smidt, toys, housefurnishings; Miss S. Collins, toys.

I. C. Krewson Corp., 500 7th Ave.
CINCINNATI—Litt Bros.; C. Litwack, coats, suits.
SOUTHERIDGE, Miss.—R. Robbins Co.; R. Robbins, coats, dresses.
STANHOPE, N. J.—Economy Dept. Store; S. Schwartz, d.c.s.
XENIA, Ohio—Litt Bros.; H. Elias, coats, suits.

Ben F. Levi, 214 W. 43rd.
BALTIMORE—Go'denberg's; M. Caplan, men's, boys' wear.
GRAND RAPIDS—National Clothing Co.; J. Rappaport, men's, boys' wear, ready-to-wear.
MUSKEGON, Mich.—National Clothing Co.; C. Rappaport, men's, boys' wear, ready-to-wear.
NOGALES, Ariz.—Capl.: Merc. Corp.; S. Caplan, mdse, mgr.
OMAHA, Neb.—Richman-Gordman Stores; L. A. Dunlap, men's boys' children's wear, ready-to-wear.
POTTSTOWN, Pa.—Kensington Outfitters; A. Gould, dresses; H. Kostiner, sportswear, children's wear.
ROARING SPRINGS, Pa.—Klevans; Mr. Klevans, men's, boys' wear.
SHENANDOAH, Pa.—Sunshine Dress Shop; K. Veetal, ready-to-wear, sportswear.

P. Lilienthal & Co., 116 W. 32d.
BUFFALO—Sattler's; A. Silver, representing; Miss S. Freith, teens' wear; Miss M. Gelst, hosiery; H. King, infants' wear; R. Neuchatz, ready-to-wear, accessories; S. Humber, girls' wear.
JOLIET, Ill.—Boston Store; *H. Berckes, toys.
KALAMAZOO, Mich.—Gilmore Bros.; *D. J. Meyers, toys.
LUBBOCK, Texas—Dunlap Co.; J. B. Hoskins, I. Dunlap, representing.
MERIDIAN, Miss.—Marks Rothenberg Co.; A. Walker, toys.
NEW BRITAIN, Conn.—Davidson & Leventhal; J. Miller, linens, domestics.
TONAWANDA, N. Y.—Jenss Turnton; G. Kurtzman, mdse mgr.

MacRae & Smith, 141 W. 41st.
BETHLEHEM, Pa.—Natalie Nadell; Miss Nadell, sportswear.
BUFFALO—Whitney's; Mr. Adler, ready-to-wear.
WASHINGTON—Wardell's; Mrs. Braunstein, Mrs. Lee, ready-to-wear.

Macy's Corporate Buying Div., 1314 Bway
ATLANTA—Davison-Paxon; M. Bearman, toys, cameras; N. Berson furs; Miss J. Kramer, daytime lingerie; Miss B. Graham, nitewear lingerie; Mrs. J. Thompson, robes; Miss M. Reese, layettes, infants' wear, toddlers 1-4 wear, juvenile furniture; Miss R. Combs, girls' wear 3-6x, 7-14; M. Gutterman, basement dresses, coats, suits; Miss R. Webb, housedresses, aprons, daytime dresses; M's L. Hansard, boys', girls' underwear, hosiery, accessories; Miss L. McGuire sub-teen dresses, coats, sportswear.

KANSAS CITY—Macy's; C. Chambers, toys, adult games; Miss R. Buzz, sub-teen dresses, coats, sportswear women's robes; T. Gastman men's clothing, shoes, robes, hats.

SAN FRANCISCO—Macy's California; D. Miller, men's furnishings; A. Artieres, men's shirts, robes; R. Read, toys, adult games, bridge furniture.

TOLEDO—LaSalle & Koch; W. Leeder, toys, adult games; J. Mandula, men's furnishings, robes, sportswear; Mrs. H. Schwab, basement dresses; S. Seegal, basement men's, boys' wear, work clothes; M. Kane, women's hosiery, handbags; A. Marino, layettes, infants' wear, toddlers 1-4 wear; Miss P. English, girls' underwear, hosiery, accessories; L. Lewis, linens, domestics.
WICHITA—Innes Co.; C. Farris, men's

clothing, hats, sportswear; J. Gilmor, housewares, small electrical appliances, luggage.

May Co., 1440 Bway

AKRON—M. O'Neill Co.; Miss L. Egan, millinery; F. Taylor, lingerie, knit underwear; Miss A. Madden, bridal, misses' dresses, better sport dresses.
BALTIMORE—Hecht May Co.; M. Levy, handbags, wallets; S. Rittenberg, toys.

CLEVELAND—May Co.; Miss H. Gross, lingerie; J. Gross, curtains, drapes.
DENVER—May-D. & F. Co.; V. Field, girls' coats, dresses; D. Goldfein, Miss F. Cochran, basement sportswear.
JACKSONVILLE—Cohen Bros.; F. Ashmead, luggage, toys, sporting goods; H. Sikes, coats, suits, junior dresses.

LOS ANGELES—May Co.; B. Farone, woolen, rayon, silk, yardage, patterns; Miss V. Fields, lingerie; A. Roof, toys; H. Henderson, basement rayon, woolen, cotton yardage.

NEW CASTLE, Pa.—Strouss-Hirshberg; E. Kurler, women's, misses', junior coats, suits, furs.

PITTSBURGH—Kaufmann's; Miss H. Deutch, misses' dresses, maternity shop; J. Campbell, toys.

ST. LOUIS—Famous-Barr Co.; G. Munson, toys.

SALEM, Ohio—Strouss-Hirshberg; Miss E. Rodis, women's, misses', junior dresses.

WASHINGTON—Hecht Co.; D. Feldman, outdoor furniture, toys.

YOUNGSTOWN—Strouss-Hirshberg; F. Stover, basement floor coverings; N. Rini, basement yard goods; M. Harker, toys, games.

McGreevey, Warring & Howell, 225 W. 34th

BANGOR, Me.—Freese's; Mrs. J. Shannon, millinery.

BIRMINGHAM—Parisian; Mrs. C. Kerzic, daytime dresses.

CARTHAGE, Mo.—Ramsay's; R. Ramsay, gen. mdse.

CHAMPAIGN, Ill.—Robeson's; E. Madden, main floor mdse.; Miss Weizeng, better dresses.

CHARLESTON, S. C.—Kerrison's; Miss M. Nelson, toys, housewares.

CHICAGO—Madigan's; Mrs. Trow, girls' wear; Miss Fern, infants' 3-6 wear; Miss Andrews, better dresses; Mrs. Sass, coats, suits; Miss Radic, budget dresses, maternity wear.

HARRISBURG, Pa.—Ladies Bazaar; L. Yudin, gen. mdse.

HUNTINGTON, W. Va.—Anderson Newcomb; C. W. Stuart basement depts.; W. B. Anderson, gen. mdse, mgr.

JACKSON, Miss.—S. P. McRae; R. McRae, gen. mdse, mgr.

MARTINSVILLE, Va.—Globman's; L. Globman, mdse, mgr.

TODAY THRU THURSDAY

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